

National Highway Traffic Safety Administration
"Texting Enforcement" April 2015
Television, Radio, Online Buy Summary

Media Execution

The "Texting Enforcement" campaign will begin on Monday, April 6th and run for 10 days ending on Wednesday April 15th.

The targets of the campaign are young men and women 18-34 years old. This target will also include young men and women who speak Spanish primarily.

Below is a summary of the television, radio and online plans.

Television

The television campaign, including the Spanish language networks, represent 44% of the overall paid media budget.

Below is a summary of programming by network.

ABC Family

Day Acquired Series
Fringe Acquired Series
Funday Prime Movie Special
Prime Weekend Movies
Prime Acquired Series
Original Series Encore Prime
Prime Weekday Movies
LateNight Acquired Series
Weekend Morning Acquired
Movies
Weekend Afternoon

Adult Swim

Adult Swim (2 T/C)
Adult Swim Prime

Comedy Central

A Midnight
At Midnight Encore
Big Time Hollywood Premiere
Early Fringe
Late Night

Morning
Prime
Prime Unit :15
Weekend Fringe

CW

The Originals
Jane the Virgin
The Flash
Supernatural
Arrow
The 100
Vampire Diaries
Reign
Whose Line Is It?
Hart of Dixie

MTV

Afternoon
Evening
Late Night
Late Night :15 Unit
Mid-Day
Mid-Day :15 Unit
Morning
Morning :15 Unit
Overnight

Nick @Nite

Early Morning
Early Morning
Evening

TBS

Daytime
Comedy Block 1
Moonlight Theater
Weekend
Early Morning
Family Guy/Am Dad
Family Guy/Am Dad :15 unit

TruTV

TruTV Prime (2 T/C) :15 Unite

TruTV Prime (2 T/C)
Tru Evenings :15 Unit
Tru Evenings
Weekend :15 Unit
Weekend
How to be a Grownup (2 T/C) :15 Unit
How to be a Grownup
Friends of the People (2 T/C) :15 Unit
Friends of the People
Hack My Life (2 T/C) :15 Unit
Hack My Life (2 T/C)

USA

Overnight :15 Unit
Overnight
Law & Order Marathon :15 Unit
USA Movie :15 Unit
WWE Raw

Unimas

Daytime

Laura
Casos de Familia

Fringe

E Chavo

Prime

CinePlex
9p Series
Late Night
12a Series
2AM Series
CinePlex
Weekend Daytime
LA C.Q.
Cine E Familia

Univision

Daytime

Laura
Casos de Familia

Fringe

E Chavo

Prime

CinePlex

9p Series

Late Night

12a Series

2AM Series

CinePlex

Weekend Daytime

LA C.Q.

Cine E Familia

NHTSA Network Radio

Network radio is used to increase the reach of the "Texting Enforcement" campaign, while also generating higher levels of frequency. The network radio portion of the plan will account for just over 13% of the total budget. In addition to the radio placement, the networks will deliver Social components through their on-air talents' Twitter and Facebook feeds.

Radio Networks recommended:

- Westwood One
 - Cumulus Hispanic
- Premiere
- PRN
- Entravision

Westwood One:

- RADAR Networks
 - NHTSA will run on stations throughout the country with formats that have a high young A18-34 listenership
- Formats included in the plan will be Country, AC, CHR, Urban, Sports, NCAA, NASH Nights & Rock networks
- Personality Network
 - Includes talent such as Bob Kingsley, Lia, Bob and Sheri and Zach Sang and the Gang
- Custom Integrations & Live Reads
 - Custom NHTSA feature within 2015 National Championship Game
 - Live Reads at Westwood One NCAA Radio Show
 - 1x Custom NHTSA Feature/week in the below shows:
 - Bob and Sheri
 - Country Top 40 with Bob Kingsley

- Country Countdown USA with Lon Helton
 - Lia
 - Zach Sang and the Gang
- Opportunity for Administrator to be interviewed by above talent and run as :60 vignette
 - 3 interviews within the shows above (interviews are subject to talent availability and administration schedule)
- Hispanic Network
 - Spanish language programming with high young adult composition

Premiere:

- NHTSA will utilize network programming that has a high composition of A18-34 listeners
- Formats included in the plan will be Country, Rock, AC, CHR, Sports and NASCAR
- Voiced show included in the plan and ALL talent fees have been waived for NHTSA
 - After Midnite with Cody Alan
 - Fox Sports Daybreak
 - Jason Smith Show
 - Sid Show Countdown with Nikki Sixx
 - Six Sense
 - Elvis Duran
 - John Boy & Billy
 - Ryan Seacrest
- Added-Value with Premiere
 - All talent fees waived
 - Minimum of 10% bonus on general market buy
 - Opportunity for Administrator to have three interviews
 - :05 Sports billboards to increase frequency and delivery

Performance Racing Network:

- NHTSA will utilize PRN to reach the A18-34 Nascar Enthusiast
 - Sprint Cup Race
 - Xfinity Series
 - Racing Country
- :10 Live Reads will also be used as tag lines during the flight to send out "Texting Enforcement" messages to listeners

- Read positioned for the Sprint Cup Pre-Race interview
- Read positioned for the Xfinity Series Pre-Race interview
- Social Media Component
 - Facebook
 - Twitter
 - § Liners will be provided by NHTSA to PRN
 - § Posts, Tweets and Social Media Messaging with links provided

Entravision:

- NHTSA will utilize network programming that has a high composition of Hispanic A18-34 listeners
 - Entravision Select Network
- Nationally Syndicated – “El Show de Erazno y La Chokolata”
 - Known as the Saturday Night Live of Spanish Radio that airs every weekday for 4 hours
 - Produced and Live Spots M-F with Erazno
 - Live call-in from audience answered by Erazno with a Texting Enforcement answer
 - Social components
 - § Erazno.com
 - § Twitter
 - § Facebook

Online

The online portion of the plan enjoys 30% of the total paid media budget. The campaign will focus on driving the conversation about the danger of texting and driving, and will promote the hashtag #justdrive.

The following is a summary of the sites being used for the campaign.

Buzzfeed

One of the major partners from the 2014 plan was BuzzFeed, and based on the positive results achieved, will be part of the 2015 plan.

The plan with BuzzFeed will do the following –

1. BuzzFeed will create custom posts for NHTSA
2. BuzzFeed will distribute the content
3. Readers engage with and share content on social networks
4. BuzzFeed will track posts shares in real time

Buzzfeed will create three custom posts for this campaign. Distribution will be through Homepage units, as well as, site wide units. Along with the posts NHTSA will receive social thumbnails that can be found in the header and the sidebar.

Social discovery, the process of discovering news and information through social networks and feeds, will be enhanced by BuzzFeed promoting branded content through native ads on social networks, and targeting the NHTSA target audience.

This plan will generate over 22.5 million impressions over the flight.

Defy Media

Through the partnership that Defy Media has with Smosh and The Warp Zone creators, NHTSA will receive two custom videos for the Texting Enforcement campaign.

Smosh has 1.9 million subscribers in the US with a person 18-34 composition 40%. Male/Female skew is pretty close 50/50. Smosh has a social following totaling 4MM followers.

The Warp Zone has 350K subscribers in the US with a person 18-34 index of 50%. The Warp Zone has a slight skew to men, and a total social following of 150K.

In addition to the custom videos from Smosh and The Warp Zone a number of media executions that have performed very well over a number of earlier campaigns.

High impact executions will include:

- Homepage takeovers with video on Break.com, Smosh.com and Defy Media's women's network
- Homepage roadblocks will run on Break.com, Smosh.com and Defy Media's women's network
- Mobiblock takeover on the Break app

Along with the high impact units NHTSA will also receive the following throughout the flight –

- Page-Engage – Expandable unit that has performed very well in the past
- Pre-roll
- Standard display

The total plan will generate over 16.4 million impressions.

Evolve Media

NHTSA will run on a number of sites within the Evolve Media Network with Crave Online and Totally Her being the flagship sites.

This plan consists of a number of executions including roadblocks, pre-roll and ROS standard display.

Also included in this plan is a high impact arrival ad that will play the Texting Enforcement video. This is the first thing that every single user when they go to one of the Evolve Media sites on the plan. This Prestitial will include –

- Branded execution that makes an impression by being the first thing seen by visitors to the site
- Includes custom Video Overlay
- Auto-initiated unit that reveals NHTSA branding and video

This plan generates 32,300,000 impressions within the 10-day flight.

Woven

Woven owns 12 websites, each with a strong, loyal online community. Woven sites reach 45% of all connected males 18-34. Woven enjoys 22 million social followers and sees 160K daily social shares.

The Woven sites cover a number of content genres and NHTSA will be involved in “News & Culture” with the sites UpRoxx and Cheezburger, as well as “Lifestyle” with RSVLTS and Nice Kicks sites.

Woven will create custom content to drive home the danger of texting and driving. The custom content is called the ***The World Texting & Driving Championships***. From Woven: “It’s time to prove that texting and driving is for losers. Let’s get a bunch of semi-pro race drivers to compete on our safe-but-curvaceous go-kart track, and half of them will be texting and driving. We’ll film the action as the texters finish last, if they finish at all.

In addition to the custom content NHTSA will also receive skins and display within native editorial on desktop and mobile interstitials and display.

Homepage takeovers with video will run on UpRoxx and Cheezburger, and will also run as homepage mobile takeovers on those sites as well.

Added-value standard display package will be included as well.

This plan will deliver just over 20 million impressions.

iHeart Media

iHeart Media previously Clear Channel, has combined its radio properties (online and terrestrial) outdoor inventory, online display and pre-roll into one comprehensive platform. The plan for NHTSA will include influencers and radio personalities who will

post sponsored messages across Facebook and Twitter interactive with their followers. Also included will be a high-impact units such as takeovers as well as display and video.

Standard display will run on desktop and mobile on elvisduran.com, bobbyjones.com and aftermidnight.com. Streaming audio will run on urban, rock, CHR and AC stations along with an added-value 300x250.

The social package (1 post per account) will run on the Facebook and Twitter accounts of Bobby Bones, CMT Radio Live, Sixx Sense and Elvis Duran.

The plan will also include homepage takeovers for desktops and mobile.

This plan will generate 23,850,000 impressions.

Twitter

The plan with Twitter will use the following tactics –

- Promoted Tweets
- Website Cards
- Promoted Video

Targeting types will include –

- MTV Movie Awards

Handles:

- @TMZ
 - @etnow
 - @people
 - @eonline
 - @Breakingnews
 - @seventeenmag
 - @TeenVogue
 - @CELEBUZZ
 - @Cosmopolitan
 - @glamourmag
 - @HarveyLevinTMZ
 - @GuilianaRancic
 - @usweekly
 - @ENewsnow
 - @accesshollywood
- Keyword Targeting
 - Best female performance
 - Mila Kunis
 - @icecube
 - @Eminem

- Eminem
- Jonah hill
- Kevin Hart
- Trailblazer
- Katniss
- Favorite Character
- March Madness Targeting
 - @UConnMBB
 - @GatorZoneMBK
 - @BadgerMBB
 - @KentuckyMBB
- TV Targeting
 - My Big Redneck Family
 - Dea Wit It
 - Saint George
 - Animation Domination High Def
 - Key & Peele
 - The Boondocks
 - Fashion Queens
 - Robo Chicken
 - Nitro Circus
 - Burn Notice
 - The Cleveland Show
 - 106 & Park: BET's Top 10 Live
 - Catfish: The TV Show
 - Family Guy
 - NB Basketball
 - Tosh.O
 - Guy Code
 - SportsCenter
- Evergreen Targeting
 - Comedy
 - Pop Stars
 - Trending Keywords
 - Hip Hop
 - TV Network Shows & Actors

This plan on Twitter should deliver about 10.2 million impressions and 233k engagements/views.

Google/YouTube

The Google/YouTube plan will use the Google Display Network and TrueView video (pay only when video is watched to completion).

YouTube

The female portion of the demographic video strategy will target Entertainment, Beauty, and Fitness Videos, and for the male portion of the demo target Entertainment, Games and Sports videos.

This effort will direct users to the custom video and the NHTSA YouTube Channel on a 50/50 allocation.

Google Display Network

The standard display sizes of 300x250, 160x600, 728x90 will be used and targeted contextually to sites that mention texting and driving.

Delivery will be split between men and women 18-34 on a 50/50 basis.

This plan will generate over 30,330,000 impressions.

Pandora

Pandora is a music streaming and automated music recommendation service that serves as a “custodian” of the Music Genome Project. The Music Genome Project is an effort to capture the essence of music at a fundamental level using over 450 attributes to describe songs and complex mathematical algorithm to organize them.

The service plays musical selections of a certain genre based on the user’s artist selection.

NHTSA will use audio advertising on Pandora along with banners and tiles as added-value. The plan on Pandora will generate over 2.6 million impressions.

NASCAR.com

The plan on NASCAR.com will include display as well as video. Though the NASCAR site is certainly male dominated, a number of female fans visit the site as well.

This relatively small buy, \$20k will generate over 1.9 million impressions.

Programmatic Buys

Programmatic buying is a shift from buying site direct. With programmatic NHTSA is buying people in lieu of websites. The advanced behavioral targeting needed to do programmatic buying is made available via a number of sources including Blue Kai, Master Card (yep, the credit card folks) and Excelate. Programmatic ads are purchased in real time (micro-seconds) allowing Tombras to evaluate the quality of each impression and each user before deciding to purchase the inventory.

NHTSA’s programmatic partners for this campaign will be –

Specific Media – A Demand Side Platform (DSP) that uses a proprietary technology called SiteMeter that measures millions of data points to define the target audience. Buying across multiple exchanges (where online advertising inventory is available, like a stock exchange), Specific Media will provide a wide reach to the target audience.

Specific Media will also give NHTSA access to the Facebook exchange. Via the Facebook Exchange NHTSA will be able to target users on Facebook with more advanced targeting parameters than just age and gender. Third party data will be used to identify heavy mobile phone users and heavy texters, and then those users will be served the Texting Enforcement message on Facebook.

The total buy on Specific Media will generate close to 31 million total impressions.

YouMe – YouMe is a premium video provider, offering pre-roll video before short form and long form content. Premium placements will be on the online sites of networks such as NBC, ABC and Oxygen. This activity will cross platforms and be available on desktops, tablets, mobile and Connected TV.

Connected TV is a television set or set-top-box with integrated Internet features.

The plan on YouMe will generate over 4.2 million impressions.

Exchange Labs – have the ability to access various technologies and algorithms across multiple DSPs yielding access to almost every inventory source. By tapping into multiple DSP optimizing algorithms the Exchange Labs will optimize to the most effective DSP technology. This will result in the most targeted and efficient plan possible.

The plan on Exchange Labs will generate over 19.7 million impressions.